

## **DESIGN THINKING PROJECT REPORT**

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**SATHYABAAMA**  
**INSTITUTE OF SCIENCE AND TECHNOLOGY (DEEMED TO BE UNIVERSITY)**  
**Accredited with Grade “A” by NAAC**  
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**DEPARTMENT OF ELECTRONICS AND  
COMMUNICATION ENGINEERING**

**BONAFIDE CERTIFICATE**

This is to certify that this Project Report submitted for DESIGN THINKING is the bonafide work of 40130029 (Bollimuntha Anuradha) ,40130026 (Birundha K), 40130043 (Deva Dharshini S) ,40130038 (Damineni Shalini) ,40130041-(Dendukuri Naga Harshitha) who carried out the project title "**Culture Awareness**" under our supervision from June 2021 to November 2021.

**Internal Guide**

XXXXXXXXXXXXXX

Associate Professor, Department of ECE

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**Dr. T. RAVI, M.E., Ph.D.**

Submitted for Viva voce examination held on \_\_\_\_\_

**Internal Examiner**

**External Examiner**

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## **ABSTRACT:**

The workplace is changing rapidly. People from many countries are represented in the workforce in the United States and all over the world. Not only that, businesses often deal with clients and partners from different parts the globe. There are many benefits to diversity: Multiculturalism provides businesses with a limitless pool of talent, ideas, viewpoints and opinions. Our website provides the basis conceptual frameworks for understanding people of other cultures and working effectively with them.

## **INTRODUCTION:**

Culture Awareness is the knowledge, awareness, and acceptance of the other cultures and other cultural identities. Culture Awareness is sensitivity to the similarities and differences that exist between two different cultures and the use of this sensitivity in effective communication with members of another culture group.

Some solutions to develop culture awareness:

### **1. TRAINING IN GLOBAL CITIZENSHIP**

Empower students as leaders.

Organise many internships.

Create an interactive forum to discuss culture.

### **2. IMPROVING CONFLICT WORKING STYLE**

Recognize the conflict and find root cause.

Listen first and keep emotions in check.

Agree on fact and demonstrate emotional intelligence.

### **3. PROPER ETIQUETTE IN CULTURE SENSITIVE WORK**

Respect Diversity.

Improve culture competency.

Hone cross culture skills.

A person's culture can affect how she behaves in the workplace, from the way she speaks to the way she interacts with colleagues. It's important to be aware of cultural differences so you can avoid conflicts that are related to diversity.

By ensuring that your employees know the importance of understanding cultural differences in the workplace, you can maximize your business's potential by uniting everyone to focus on achieving your goals.

Being culturally aware is synonymous with being more knowledgeable about different parts of the world. Show employees you value their diversity by acknowledging and celebrating it.

If your business has employees from several different countries, have them mark their places of origin on a large map in the common room. It's a great conversation starter and a launch point to learning about other cultures.

Understanding your own culture, and how it shapes your behaviour, is also an important part of being culturally aware.

For example, if you're facing with a cultural behaviour that's very different from your own, think about how and why you behave the way you do. This deeper understanding of your own culture can provide insight when learning about other cultures.



## 20 REAL -WORLD PROBLEMS

SI.No	PROBLEMS	WEIGHTAGE
1	Improving farming techniques	100 g
2	Reducing social media usage	10 g
3	Keeping surroundings clean	100 g
4	Reducing plastics	1000 g
5	Deforestation reduction	1000 g
6	Water purity testing	100 g
7	Solar power tapping	100 g
8	Natural disaster checkpoints	1000 g
9	Awareness of primary reduction	1000 g
10	Improving fitness	100 g
11	Crowd funding app	1000 g
12	Career guidance	100 g
13	Mental health beneficiary	1000 g
14	Resources library	100 g
15	Culture awareness website	1000 g
16	Tracking mobile phones to find them	100 g
17	Aiding small business	1000 g
18	Smart cities	100 g
19	Women for women	1000 g
20	Tracking nearby healthcare option	1000 g

# LITERATURE AND STAKE HOLDERS SURVEY

## LITERATURE SURVEY ON LACK OF CULTURE AWARENESS:

### Article in Acta Oeconomica Pragensia

AUTHOR	YEAR	OBJECTIVES	METHODOLOGY	INFERENCE
Ajay Kumar Singh, Rajul Dult, NC Guptha,	October 2010	To examine the impact of the type of work culture on the performance level in different organizations.	The first part of questionnaire, deals with measuring organisational culture profile in terms of autocratic, bureaucratic, technological and entrepreneurial	<p>It is clear that most enduring influences are cultural.</p> <p>Cultural factors are linked with the motivational and performance levels of employees.</p>

## Journal of business and management (IOSR-JBM), Volume 9

AUTHOR	YEAR	OBJECTIVES	METHODOLOGY	INFERENCE
Khuzaini, MS.Irus, Djumahir, Solimun	March 2013	To establish a strong working culture to decrease work stress and increase job satisfaction which ultimately improved employees performance.	<ul style="list-style-type: none"> <li>* The research was designed by using a quantitative approach.</li> <li>* The type of research used was explanatory.</li> </ul>	Good performance was not due to job satisfaction, but of the culture that pushed employees to have high labour productivity by applying the rules.

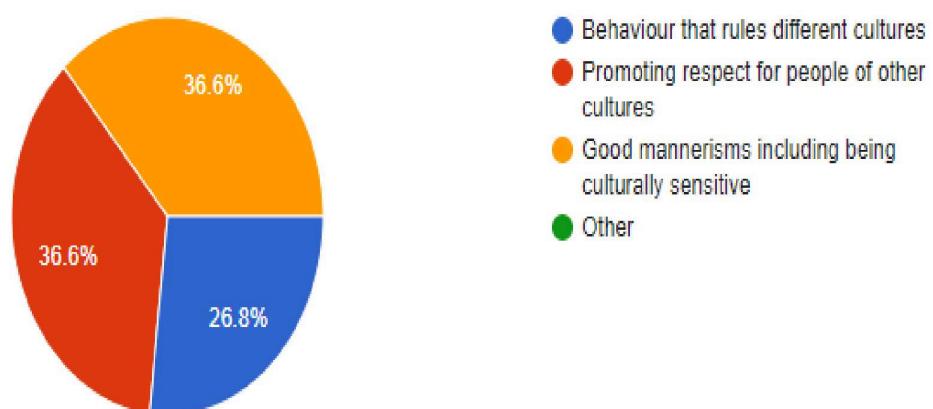
### STAKEHOLDER SURVEY ON LACK OF CULTURE AWARENESS :

SI.No	QUESTIONS	YES	NO
1	Do you think Culture Awareness is important in a work environment?	<input type="checkbox"/> 	
2	Does lack of culture awareness cause disruption in work flow?		

3	<b>Is it important to bond with co-workers in a multi diverse work place?</b>	<input checked="" type="radio"/>	
4	<b>Do you think proper etiquette is important in a culture sensitive work environment?</b>	<input checked="" type="radio"/>	
5	<b>Does conflict management help our case?</b>	<input checked="" type="radio"/>	
6	<b>Will global citizenship help our case?</b>	<input checked="" type="radio"/>	
7	<b>It is necessary to hone cross culture skills?</b>	<input checked="" type="radio"/>	
8	<b>As an individual will you take necessary steps to respect cultures of diverse nature?</b>	<input checked="" type="radio"/>	

Which of the following could you define as Cultural Etiquette?

41 responses



Share your opinion in the box given below

41 responses

Living in this world where there are different cultures and rituals that is being followed it is very important to be culturally sensitive of other cultures as well so that we don't hurt their beliefs and can lead a peacefully .

Nope

i think culture awareness is important in any community to create peace, build love and trust within people of the community. ignorance of mannerisms required to respect a culture might lead to cultural appropriation thus, creates conflicts and disrupture of harmony within a community. with growing diversity, culture awareness becomes essential.

In my opinion , the basic Cultural Etiquette should be taught at the very beginning , so it becomes an internal part of a person. This reduces the chances of discrimination as we tend to understand what other person thought process is , respecting their ideas and their view irrespective of who the person is

We should follow our traditional clothes in a good manner.... Overall its Nice....

We want to give importance for culture awareness

It does not matter ,where we are from we have to respect others ,treat them as well wishers and be friendly even with unknown people..As per my point of you...

Culture is important

I will obey the culture

If an individual will you take necessary steps to respect culture of diverse nature, it will lead to benefit for environment

Learning awareness on different cultures make us socially good across the world

Respecting people of all cultures is indeed a quality for being a socially responsible person.

It helps to increase the chance of us making more insightful

Respecting people of different cultures is indeed a quality for being a socially responsible person.

## METHODOLOGY

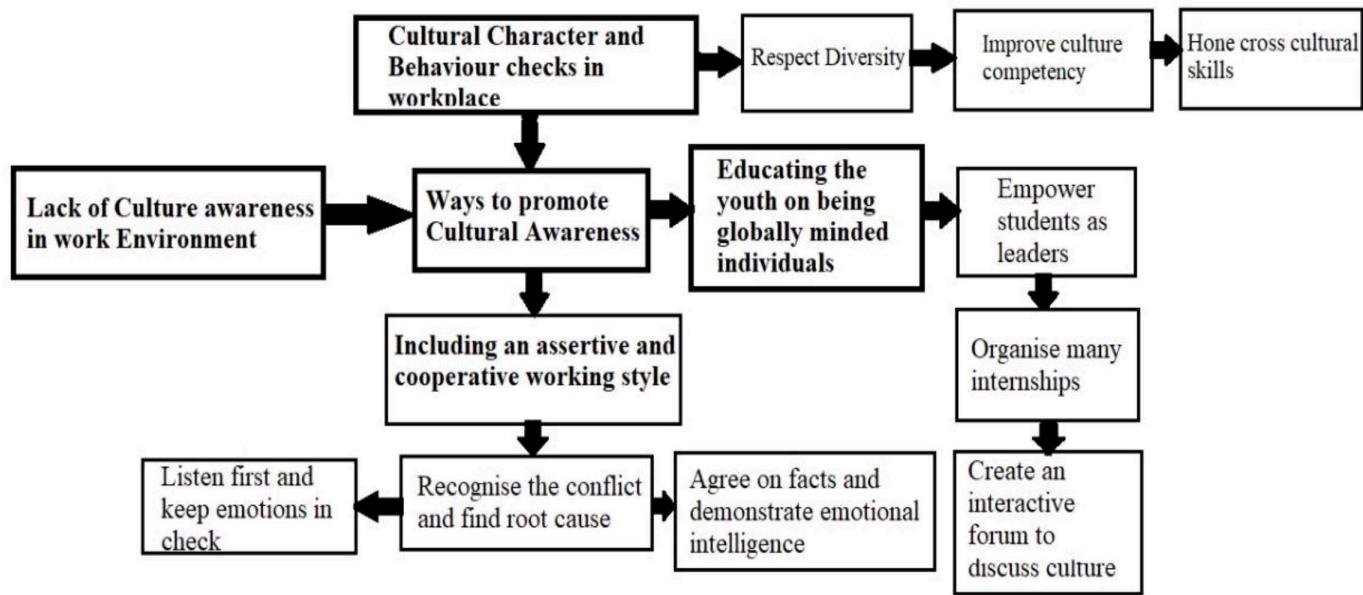
→ **BLOCK DIAGRAM**

→ **EXPLANATION**

→ **COMPONENTS USED**

→ **DESCRIPTION OF HOW AND WHAT WE HAVE DONE**

# BLOCK DIAGRAM FOR LACK OF CULTURAL AWARENESS:



## EXPLANATION:

The problem that we have chosen here is Lack of Culture Awareness in work environment. To promote culture awareness, it involves

- Cultural character and behaviour check in workplace.
- Including an assertive and cooperative working style.
- Educative the youth on being globally minded individuals.

## **COMPONENTS USED:**

- ➔ **Content Management System – WordPress**
- ➔ **Domain for hosting – freedomain**
- ➔ **Themes – Cascading Style Shades**

## **DESCRIPTION:**

### **WHAT WE HAVE DONE:**

On the basis of the SWOT analysis, keeping the threats in mind, we have come up with a solution to create a website to bring awareness about culture in workplace.

The website will be having an interactive forum to bring about a change in the mindsets of the working community.



# SWOT ANALYSIS

S - STRENGTHS  
W - WEAKNESSES

INTERNAL ORIGIN

O - OPPORTUNITIES  
T - THREATS

EXTERNAL ORIGIN

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>* Employees be able to respect all values proposed to them because they are now educated on different cultures.</li><li>* A diverse workplace allows for more ideas and processes.</li><li>* As various cultures and backgrounds work together, the opportunity for increased creativity exists.</li></ul>	<ul style="list-style-type: none"><li>* Lack of awareness of the issues- “why is it important to us?”.</li><li>* Lack of respect, awareness amongst employees regarding cultural responsiveness.</li><li>* Misunderstanding of what it means to be culturally responsive social media.</li></ul>
OPPORTUNITIES	THREATS

**\* We provide opportunities to learn the true definition of culturally competent, responsive and proficient social media.**

**\*Sensitive Data Exposure and Malicious Software.**

## **EXPENDITURE**

We have spent our valuable time and effort in bringing about this project. We take pride in mentioning that this project was achieved with an expenditure of 0 INR.

## **CONCLUSION**

- Better attitude towards culture diversity.
- Regarding other cultures with a sense of respect and consideration.
- Awareness created amongst the working people.
- Smooth workflow without any discrepancies related to biased cultural customs.

## REFERENCES

- [1] Kazmi, Rubina, Shehla Amjad, dan Delawar Khan. 2008. Occupational Stress and its Effect on Job Performance A Case Study of Medical House Officers of District. *J Ayub Med Coll Abbottabad*
- [2] Timmreck, Thomas, 2001, California State University, San Bernardino, California, "Managing Motivation and Developing Job Satisfaction in The Health Care Work Environment". *The health care Manager*: Sep 2001;20,1; ABI/INFORM Research, page 42.
- [3] Ruyter J.C. de, Jong, A. de, en M.G.M Wetzels, (2009), Antecedents and consequences of environmental stewardship in boundary-spanning B2B teams, *Journal of the Academy of Marketing Science*, 37 (4), 470-487.

Thank you